



Insights from US Oyster industry



Owner and operator of Oysterlife on the Clyde River.



Co-founder of Oceanfarmr; instrumental in the 2025 US launch of SEAPA's REVO floating system.



Spent the last two years living and traveling across North American farming regions to distill global best practices.

Currently working with **Invest Inya Farmer (IIF)** to deploy

\$10M+

to best-practice farmers over the next 12 months.

The Scale of the US Oyster Industry



Annual Production:
70 Million dozens



Number of Farms:
3,000 +

\$240 Million

Total Annual Industry Value



Growth Rate:
+5% Annually



Jobs Supported:
~10,000



Market Share:
**95%+ from Farmed
Aquaculture**

The US look to Australia (and NZ) for Tech and Innovation

- Fast expansion in off bottom production - SEAPA / FLIPFARM / ZAPCO / BST /HEXCYL
- Processing Equipment SED, GP, OYSTEK .. although they also look to the French and I did come across one company TCC (France) with a machine **visually grading oysters at 30,000 / hour.**
- Oceanfarmr / Mishell
- US farmers are avid followers of Instagram and often know more about Aussie farms and then I do!
- Wwe are very highly respected as farmers and more than one US farm ask me to recruit Aussie farmers to come and work in the US

American Region is Growing but Bottlenecks



Cha
mak
risin
lice



⚠️ PEI Canada (The Race)

Context: The birthplace of floating cages designed to manage winter ice.

Challenge: Currently facing severe MSX and Dermo die-offs, sparking a massive, urgent race for disease-resistant seed.

⚙️ East Coast (The Premium)

Trend: 1,500+ farms driving a massive shift toward versatile floating gear.

Advantage: High-quality yields driving a lucrative **\$0.76 premium per piece**.



e Frontier)

Challenge: Devastating hu
and heavy biofouling.



VIMS Mortality Tracker - Understanding Sudden Unexplained Mortality Syndrome (SUMS)

A national weekly survey of commercial oyster growers to assess their level of concern about mortality in their oyster crops, aimed to help pin point hot spots for researchers and act as a warning system for farmers.

The VIMS Stop-Light Survey: Container-Grown Oysters

High Mortality

Grower is very concerned and seeing high levels of mortality.

Moderate Risk

Some level of concern has been triggered.

High Survival

Nothing of concern or out of the ordinary.

All regions are experiencing SUMS in some form however growing conditions across oyster growing regions are so diverse it has been hard to pin point the causes.

The State's Mandate: Tripling Farm Gate Value

Current
NSW Value
\$117M



The 2030
Vision Target
\$300M

“Access to capital and financing is reported by farmers as the largest barrier to farm growth along with labor and seed supply”

***Jessica Carlton - Researcher, University of North Carolina
Wilmington 2022***

WANTED!

Aquaculture Pioneers



Likes



3



...



merepoint_oyster

The Aquaculture Pioneers Program is a ...

Become a part of the aquaculture industry!



Likes



3



...

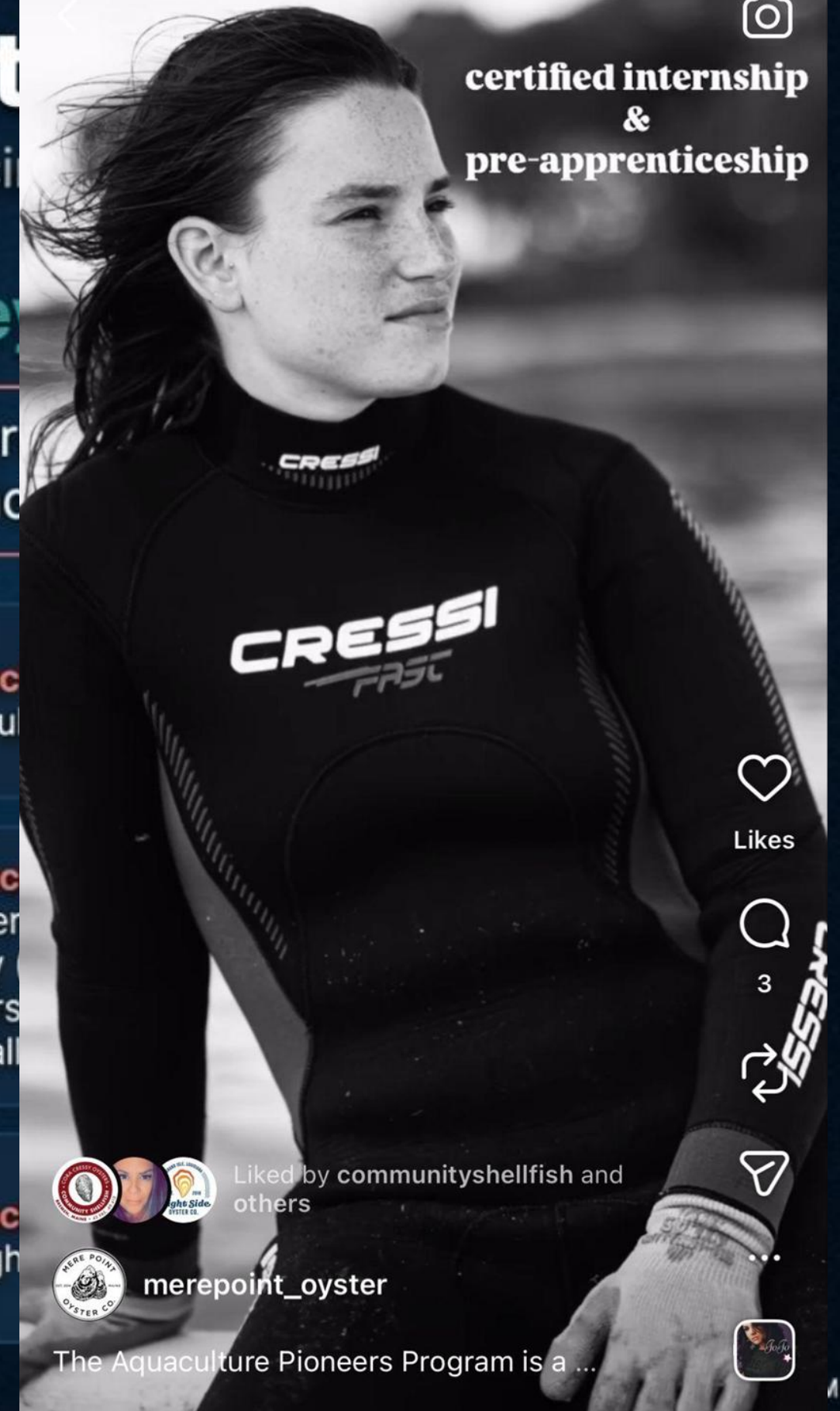


merepoint_oyster

Liked by communityshellfish and others

The Aquaculture Pioneers Program is a ...

certified internship & pre-apprenticeship



Likes



3



...



merepoint_oyster

Liked by communityshellfish and others

The Aquaculture Pioneers Program is a ...



Invest Inya Farmer, another Aussie innovation

LOGIN



BACK AUSSIE FARMERS AND PUT

A farm in your pocket

We're on a mission to break down the barriers between the people who grow our food and everyone who eats it. The IIF app is a ridiculously easy way to back our farmers and the food they produce. Everyone benefits.

LEARN MORE

The Concept: Crowdfunded crop financing. IIF invests in what your farm produces (Oysters) not the leases you own or your Business equity

The Scope: Unlock \$20K - \$200K to upgrade growing gear or equipment, buy seed or bridge cash flow gaps. IIF is seeking to deploy up to **\$10 Million across Australian aquaculture in next 12 months**

Next Steps: Meet CEO Tim Archibald at the Conference, Express interest <https://iif.today/farmers> or talk to Ewan



|||F

INVEST
IN THE
FUTURE